



Special Events Sponsorship Application

Special Events Office • 3500 South Rural Road • Tempe, AZ 85282 • Phone 480-350-5180 • Fax 480-350-5184



Date of Application:		Internal Use Only Date Received:			
<p>The Sponsorship Review Committees' role is to review requests and provide support and sponsorship to diverse special events which benefit the community and promote Tempe.</p> <p>The committee will be looking for events which contribute to the City of Tempe in one or more of the following ways:</p> <ol style="list-style-type: none">1. Enhance community pride and positive image2. Generate a positive economic impact3. Generate positive media exposure and visibility4. Demonstrate support for local charitable organizations <p>All information must be submitted on this application form only. Supplemental information will not be accepted. Applications Due By: June 20, 2008 5:00pm to the City of Tempe Special Events Office</p> <p>Please be advised that all events, whether recipients of sponsorship funding or not, must submit a special event application and complete the special event process. Events granted funding have no priority over non-funded events on the calendar.</p> <p>Applications are available on-line at www.tempe.gov/events or can be received via US Postal Service by contacting Jodie Garth at 480-350-5180.</p>					
Section 1 – Applicant Information					
Name of Event				Proposed Date	
Location of Event		Organization		Event Contact	
Phone Number	Fax Number	Email Address			
Address		City		State	Zip
Website					
State of Incorporation		Tax ID #	501(c) #	City Sales Tax ID #	
Have you ever coordinated/promoted another event/s? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please provide the following:					
Last event/s		Location	Date	Contact Name and Phone	
Section 2 – Event Information					
Brief Description of Event					
Target Audience/Demographics					

Has this event been held in another location? <input type="checkbox"/> Yes <input type="checkbox"/> No				If yes, please provide the following:	
Last event/s		Location		Date	
Will there be an admission charge? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, list all price categories below.					
Will there be entertainment? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please describe what type below.					
Will merchandise and/or food items be sold? <input type="checkbox"/> Yes <input type="checkbox"/> No .					
Will there be alcohol at the event? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Section 3 – Community Pride and Positive Image					
Please describe how this event demonstrates a diverse and cultural impact on the community.					
What is the educational emphasis of this event?					
How does this event apply “green” (sustainability) principles?					
Please describe how this event promotes community involvement.					
Please describe the event’s overall contribution to enhancing positive image.					

Section 4 – Economic Impact

Will this event increase the number of hotel rooms used in Tempe? ☐ Yes ☐ No
If yes, please list the estimated number of Tempe hotel rooms that will be used for this event.

If applicable, please list the host hotel.

Number of Event Participants

Number of Event Attendees

Please list the percentage of local versus out of state participants/attendees.

Please describe the economic impact of this event for the City of Tempe.

Section 5 - Marketing

Public Relation Agency or Marketing Partner? ☐ Yes ☐ No
If yes, please list below.

Media Partner? ☐ Yes ☐ No
If yes, please list below.

Newspaper Ads ☐ Yes ☐ No
If yes, please list below.

Magazine Ads ☐ Yes ☐ No
If yes, please list below.

Radio ☐ Yes ☐ No
If yes, please list below.

Television ☐ Yes ☐ No
If yes, please list below.

Fliers/Poster ☐ Yes ☐ No
If yes, how many?

Please describe how/where they will be distributed.

Press Releases ☐ Yes ☐ No
If yes, how many?

Please list who the press releases will be sent to and how often it will be sent.

Please provide any additional information regarding the marketing plan that is not listed above.

Please summarize proposed public relation activities.

Describe the involvement of community partners who will assist in cross promotion of the event.

Please explain the geographical reach of event promotions to include local, regional, national, and international audiences.

Please list event sponsors.

Section 6 - Charitable Community Contributions

Does this event have a partnership with a local charitable organization(s)? ☐ Yes ☐ No

If yes, please list and describe charitable organization below.

Charity Name and Contact

501(c) #

City

State

Zip

Phone

Will there be a donation of goods and/or services to a local charitable organization(s)? ☐ Yes ☐ No

If yes, please describe what will be donated.

Will there be a cash contribution to a local charitable organization(s)? ☐ Yes ☐ No

If yes, please explain in what capacity.

Does this event allow opportunities for local volunteer involvement? ☐ Yes ☐ No

If yes, please explain.

Section 7 – Event Budget

EXPENSES

	2007 Actual		2008 Projected	
Personnel	Cash	In-Kind	Cash	In-Kind
Administrative	\$	\$	\$	\$
Technical/Production				
City Services				
Artist/Entertainment Fees				
Other				

General Operations

Facility/Site Rental	\$	\$	\$	\$
Marketing/Advertising				
Equipment Rental				
Travel				
Materials & Supplies				
Merchandising				
Trash/Clean-up				
Security				
Other				

Total Expenses

\$ \$ \$ \$

REVENUE

	2007 Actual	2008 Projected
Sponsorship	\$	\$
Grants		
Admissions		
Booth Rental		
Beverage/Food Sales		
Merchandise Sale		
Other		

Total Cash Revenue

\$ \$

Requested Amount

\$

If requested amount is not granted, will this event go forward? ☐ Yes ☐ No

Sponsorship money is used to enhance your event and should not be dependant on the success of your event.

Section 8 - Important Notice

All applicants are advised that events, whether gated or non-gated, whether charging admission or not, and which are held on City parks, streets and/or sidewalks next to streets, are held on traditional public forums within which the exercise of U.S. Constitutional First Amendment rights have been and are traditionally conducted. The City cannot and will not tolerate any restriction of such rights by applicants and/or their promoters, employees, agents, subcontractors, assigns, volunteers, security personnel or others associated with applicants (collectively "Event Personnel") in the holding of events. In addition, Event Personnel shall comply with all other laws, common laws, statutes, ordinances and rules and regulations, including, but not limited to, those involving the storage of guns at events held without a State of Arizona spirituous liquor license and those concerning the language which is placed on entry signs to such events. Applicants are encouraged to consult with their own attorneys for independent legal advice about applicants' duties and obligations concerning the subject matters contained in this paragraph.

The event must have a secular purpose, the primary effect of which may neither advance nor inhibit religion, nor should it cause excessive government entanglement with religion. The event must not seek to influence the outcomes of elections, or the determination of public policy through political activity.

Applicant acknowledges that applicant has read and understood this Notice, agrees to comply with and abide by its terms, and has placed applicant's initials in the space below to verify such acknowledgement and understanding.

Initials of applicant's authorized agent or applicant

Section 9 - Certification

I hereby certify that the statements made in this application are true and complete to the best of my knowledge, and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit. I agree to indemnify, defend and save harmless the City and its respective officers, agents and employees and volunteers from any and all losses, claims liabilities, damages, costs and expenses, including reasonable attorney's fees and court costs, resulting from the conduct of the applicant, sponsor or promoter, their employees, suppliers, vendors or agents, or any of their guests, invitees or licensees with regard to the event applied for. I agree to indemnify, defend and save harmless, the City and its respective officers, agents and employees, and volunteers from any and all losses, claims, liabilities, damages, costs and expenses, including reasonable attorney's fees and court costs, resulting from any facility, park or lake closure due to inclement weather. In such an instance, I understand that all event participants must follow the City's guidelines and procedures for lake/facility evacuation and that this event is being held inside the City limits and all City rules and regulations apply. I also understand that the City reserves the right to determine if park facilities are unusable as a result of inclement weather.

I realize my submittal of this application request constitutes a contract between myself and the City of Tempe and is a release of Liability.

I am the said applicant and submit this application request of my own free will.

Signature of Applicant's Authorized Agent or Applicant

Date

Title

Date